

NONRAHS Studio 800

State of Michigan Homeland Security
and Emerging Technologies Committee
Progress Report

December 11, 2007

NONRAHS Studio 800 Progress Report

The last time we were here, NONRAHS Studio 800 presented its project to help aid Homeland Security with its large scale audio and visual up-link communication system to inform the general public of local and or national crisis concerns.

This innovative system has the capabilities to provide real time information for large scale evacuations

- Migrate people from incident areas with its Pedestrians & Traffic configurations
- Instill calm during periods of unrest with interactive communication
- Enhance the knowledge of Homeland Security barometer alerts
- Increase awareness of serious civic concerns
- And deal with terrorist activities directly so the public remains calm

Most importantly, understanding the impact state businesses and joining community will share its powerhouse spotlight.

Among the expected outcome for this proven strategy, comes

- Excitement
- Tourism
- Growth
- Commerce
- Entertainment
- Synergy

As Michigan hands out its Economic Report Card, we can add that we are the Partnering State, who is answering the call of President Bush from October 10th, 2007. Updating the National Strategy for Homeland Security to guide, organize and unify the homeland security effort among all federal, state, local and tribal governments, private and nonprofit sector partners, and individuals. This strategy builds on the first National Strategy for Homeland Security (July 2002).

It incorporates lessons learned from exercises and real-world catastrophes, and focuses on the goals to protect the public and disrupt terrorist attacks, protect critical infrastructure, respond to incidents in a timely manner, and continue to strengthen the program.

This new approach which involves education and training paves the way on how we attend to handle the fear of the unknown and unforeseen. Michigan will be known as a technology State by utilizing cutting-edge technology to help keep its citizens safer by being informed at all times. This system is not just for first responders, it's an evolutionary process in developing a preparedness and deterrence strategy for early stages of awareness. We are not looking for a hand-out by the government but for a lending hand that strengthens federal homeland security systems.

The following list will update you on the progress of our project and all the people we have presented to and gained the support of.

John Kerr
Wayne County Port Authority
November 2005

Fred Grasman
Michigan Economic Development Corporation
March 15, 2007

Senator Tupac A. Hunter
State Senator, 5th District
April 23, 2007

Senator Hansen Clarke
State Senator, 1st District
May 2, 2007

Senate Committee for Homeland Security and Emerging Technologies
May 29, 2007

Ben Mason
Michigan Economic Development Corporation
May 29, 2007

Colleen Finkl
Regional Director
FEMA
June 2007

Rick Des Rosiers
Manager of Security
Canadian Border Services Agency
June 2007

Captain Eddie Washington
Deputy State Director of Emergency Management and Homeland Security
Department of State Police
June 29, 2007

Senator Carl Levin
United State Senator
July 11, 2007

Governor Jennifer Granholm
Governor of Michigan
August 2007

Emad (Al) Shenouda
U.S. Department of Homeland Security
Protective Security Advisor, Detroit District
August 3, 2007

Michael C. McDaniel
BG, MI ARNG
Assistant Adjutant General for Homeland Security
November 9, 2007

John Zidar
Area Sales Manager
Government & Public Safety – Americas
Motorola, Inc.

We are also in the process of lobbying support on a federal level in Washington DC currently. We feel this project is something that everyone can benefit from and as we continue to move forward we thank you for your continued support.

Sincerely,

Carl Corlley
NONRAHS International

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



March 15, 2007

Mr. Carl Corley
President and CEO
GTI Corporation
15135 Hamilton Ave.
Highland Park, Michigan 48203

Dear Mr. Corley:

A short time ago you were kind enough to meet with me and explain your plans to introduce a new product which has applications for homeland security issues.

The solutions you have presented through your electronic information system have the potential to assist the community at large to receive important information which is timely to them. In doing this, your devices will also assist those persons who have responsibility to manage public safety in circumstances which require that the public be informed at all times. In any critical situation, the availability of correct information which can be accessed by the public is an essential element of incident management. The L.E.D. screens you have developed, and propose to locate in high density urban areas would be a very useful tool for the protection of a large population.

I would appreciate knowing of your continued progress.

Sincerely,

Frederick Grasman
Director
Sector Development for
Homeland Security and Defense

100 N. WASHINGTON SQ.
ANN ARBOR, MI 48103

CUSTOMER
CONTACT CENTER
313 373 9808

WWW.MICHIGAN.ORG

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Michigan Department of Labor
& Economic Growth

DENNIS R. TOFFOLO
Oakland County

PETER S. WALTERS
Guardian Industries Corp.



TUPAC A. HUNTER

5TH DISTRICT

P.O. BOX 30036

LANSING, MI 48909-7536

PHONE: (517) 373-0994

FAX: (517) 373-5981

sentahunter@senate.michigan.gov

THE SENATE
STATE OF MICHIGAN

April 23, 2007

Mr. Carl Corley
President & CEO
GTI Corporation
15135 Hamilton Ave.
Highland Park, MI 48203

Dear Mr. Corley,

It was a pleasure having you and your associates of Nonrahs Studios 800 come to my office last week to give your presentation.

Homeland security is an area of great interest to our state. Many projects, such as your own, have shown what new, intriguing technologies can emerge from this rising sector. I support you and your efforts to engage this project. The city of Detroit, and indeed our state, could benefit greatly from it.

Please let me know how my office can assist you in your efforts. Good luck to you and your entire team as you move forward.

Sincerely,

Tupac A. Hunter
State Senator, 5th District



HANSEN CLARKE

1ST DISTRICT

P.O. BOX 30036

LANSING, MICHIGAN 48909-7536

PHONE: (517) 373-7346

FAX: (517) 373-9320

SenatorHansenClarke@senate.michigan.gov

THE SENATE
STATE OF MICHIGAN

May 2, 2007

Mr. Carl Corlley
President & Ceo
GTI Corporation
15135 Hamilton Ave
Highland Park, Michigan 48203

Re: L.E.D. Uplink Presentation

Dear Mr. Corlley:

I appreciated and enjoyed the presentation given to me by the executive team of NONRAHS Studio 800, which included Homeland Security issues.

The product seems like a good idea that warrants serious consideration by the state.

I recommend that you connect with other governmental agencies including the Michigan State Police, the State of Michigan Homeland Security & Emerging Technologies Committee, and the city of Detroit.

As you move forward with this project, please feel free to contact my office with any questions or for assistance.

Sincerely,

Hansen Clarke
Michigan State Senate

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



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LANSING, MI 48913

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Mr. Carl Corley
President and CEO
GTI Corporation
15135 Hamilton Avenue
Highland Park, Michigan 48203

Dear Mr. Corley:

On behalf of my Michigan Economic Development Corporation colleague, Mr. Frederick Grasman, Director, Sector Development for Homeland Security and Defense, and me, we would like to say thank you for allowing us the opportunity to participate in your recent meeting held on May 29, 2007, before a well received group of Michigan Senators.

It was very evident, the senators pulled together by Senator Hunter, were all very impressed with your proposed Homeland Security Program initiative for Detroit and its surrounding communities. The level of questions rendered by each senator not only demonstrated their interest in your homeland security initiative for the Detroit metropolitan area, including the waterways, but also for the entire state of Michigan.

As mentioned by Mr. Grasman, "the solutions you have presented through your electronic information system have the potential to assist the community at large, to receive important information in a timely manner. In doing this, your devices will also assist those persons who have responsibility to manage public safety in circumstances which require that the public be informed at all times."

Since our first meeting in December 2005, both Mr. Grasman and I have felt your project can be very helpful during emergency situations in Detroit and the entire metro area. For additional questions and needs, please do not hesitate to call.

Sincerely,

Ben E. Mason
Account Manager/MEDC
517.241.8594

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ROBERT W. SWANSON
Michigan Department of Labor
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Guardian Industries Corp.



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF STATE POLICE
LANSING



COL. PETER C. MUNOZ
DIRECTOR

June 29, 2007

Mr. Carl Corley, President and CEO
NONRAHS International
28250 Southfield Rd., Suite 120
Lathrup Village, MI 48076

Dear Mr. Corley:

RE: NONRAHS Studio 800 LED Screen Uplink Proposal

Thank you for your letter of June 1, 2007 explaining the valuable use of the NONRAHS Studio 800 and the benefits it would offer Michigan. Innovative equipment and systems certainly play a significant role as Michigan continues to implement projects related to emergency management and homeland Security.

As you may know, Michigan has submitted its application for the 2007 Homeland Security Grant Program. Prior to its submission, it was critical to consider the National Goals as well as the state strategy which has laid a roadmap for us to work from. Therefore, the projects for FY 2007 have been identified and are ready for implementation..

As we look forward to future years, grants, and applications, we will certainly review available technology and equipment such as the NONRAHS Studio 800 for consideration in Michigan. If you have further questions, please contact Mark Wesley at 517-333-5023.

The Michigan State Police, Emergency Management and Homeland Security Division is committed to foster, promote, and maintain partnerships as we work together in protecting and securing our state and its citizens.

Sincerely,

EDDIE L. WASHINGTON, JR., CAPTAIN
Deputy State Director of Emergency Management
and Homeland Security

ELW:jah
(072)

CARL LEVIN
MICHIGAN

RUSSELL SENATE OFFICE BUILDING
WASHINGTON, DC 20510-2202
(202) 224-6221

United States Senate

WASHINGTON, DC 20510-2202

COMMITTEES:
ARMED SERVICES
GOVERNMENTAL AFFAIRS
SMALL BUSINESS
INTELLIGENCE

July 11, 2007

Mr. Carl Corlley, President/CEO
GTI Corporation
15135 Hamilton Avenue
Highland Park, MI 48203

Dear Mr. Corlley:

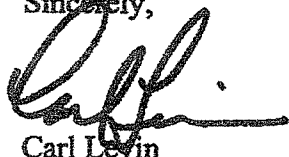
I would like to thank you and your team for the information you shared with my State Director, Cassandra Woods regarding NONRAHS Studio 800 Proposal – a critical application of existing technology which has the potential to tremendously reduce the life threatening issues related to Emergency Management and Homeland Security incidents.

Your concept for LED screens strategically placed in local communities coupled with an integrated incident management system could be the most effective tool in mobilizing communities, and activating appropriate multi-agency responsiveness by all relevant levels of governments if ever faced with a major Homeland Security incident. I understand that you are prepared to enact this electronic information system in coordination with the multiple levels of governments and their Homeland Security or Emergency Management Units in order to maximize the effectiveness of this program. I can appreciate your strategy.

As was suggested by my staff, I would encourage you to make contact with Mr. Emad (AI) Shenouda, Protective Security Advisor, Detroit District, Risk Management Division, Department of Homeland Security. Mr. Shenouda can be reached at: (313) 226-1853. Ms. Woods will work with you to arrange a meeting in the near future.

Please keep me apprised of your efforts and do not hesitate to let me know if I can be of assistance as you pursue the attention of other relevant entities.

Sincerely,



Carl Levin

STATE OFFICES

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From: Shenouda, Emad
Sent: Friday, August 03, 2007 4:57 PM
To: Antonio Davis
Subject: RE: NONRAHS Intro Package

Good Afternoon Mr. Davis,

Please extend my warmest regards to Mr. Corley, I genuinely enjoyed meeting you all today. The presentation was superb and the concept as a public private partnership with homeland security and emergency management applications is a valid one. I will forward this email to Director Darryl Lundy at the City of Detroit and our science and technology directorate. The fact that the public safety community can task industry during a crisis to alert the public, facilitate mass evacuations and track predators, virtually without cost to the government is invaluable. This is the kind of project that is win-win for everyone, the private sector gets to assist the community in times of crisis, epitomizing corporate good citizenship.

I am CC BG McDaniel's, Dir Lundy and Ms. Woods, on this email. I would like to thank Both Ms. Woods and the General for recommending me and providing visibility to this project. If I can be of further assistance in this matter or any other in the future, please do not hesitate to call on me.

Good luck and Best Regards,

AI
Emad (AI) Shenouda
U.S. Department of Homeland Security
Protective Security Advisor, Detroit District
Office of Infrastructure Protection
Protective Security Coordinating Division
477 Michigan Ave, RM 1000
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313-226-1853 Office
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313-226-3952 Fax



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
OFFICE OF THE GOVERNOR
LANSING

JOHN D. CHERRY, JR.
LT. GOVERNOR

August 13, 2007

Carl Corley
President and CEO
GTI Corporation
15135 Hamilton Avenue
Highland Park, Michigan 48203

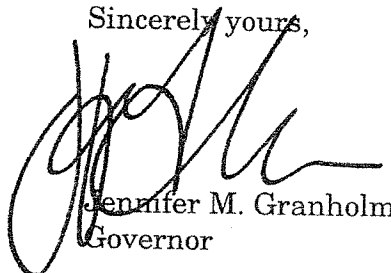
Dear Mr. Corley:

I was pleased to learn that your Michigan-based company, Nonrahs Studio 800, is pursuing a partnership with the U.S. Department of Homeland Security to use outdoor LED screens to provide important public safety information to citizens in high density urban areas. This is good news for Michigan, both in terms of enhancing public safety and seeing a technology-based business grow in our state.

As you may know, I have made diversifying Michigan's economy the heart of my economic plan for the state. I have also worked to improve our ability to respond quickly in emergency situations and to use the latest technology to better communicate with our citizens in times of crisis. Through your work with Nonrahs Studio 800, you are helping us advance toward these critical goals.

Best wishes as you pursue a partnership for this innovative fusion of technology, communications and public safety.

Sincerely yours,



Jennifer M. Granholm
Governor



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF MILITARY AND VETERANS AFFAIRS
LANSING

MAJ GEN THOMAS G. CUTLER
ADJUTANT GENERAL AND DIRECTOR

9 November 2007

Carl Corlley
President & CEO
GTI Corporation
15135 Hamilton Avenue
Highland Park, MI 48203

Dear Mr. Corlley:

I would like to thank you and your team for coming to Lansing, and meeting with my Homeland Security team. Your presentation on the NONRAHS Studio 800 Proposal – a critical application of existing technology which has the potential to tremendously reduce the life threatening issues related to Emergency Management and Homeland Security incidents, was very well-received. Specifically, you have identified a means to address a critical feature – mass public notification – in an extremely cost – effective strategy.

LED screens strategically placed in downtown Detroit (or other urban areas with an identified concentrated flow of the public, whether commuters, special events, or emergencies) linked to an incident management system could create a great homeland security tool for notifying, communicating with, and mobilizing our citizenry. It would also enhance information-sharing among the multiple responding agencies that would be responding to a major Homeland Security emergency or naturally caused event.

I appreciate your efforts to inform all levels of Michigan government and their Homeland Security or Emergency Management responders on the potential of this program. As you develop this system, I would appreciate the opportunity to continue our discussions, and will be happy to assist in the planning, locating or operationalizing of this system. If introductions are needed to other state agencies, please advise and, again, please keep me posted on all developments.

Sincerely,

Michael C. McDaniel
BG, MI ARNG
Assistant Adjutant General for Homeland Security
Homeland Security Advisor



Carl Correly
NONRAHS International
28250 Southfield Road
Suite #120
Lathrup Village, MI 48076

Dear Carl,

It has been a pleasure meeting with you the last several months to discuss your critical initiative to strengthen the homeland's ability to respond in a catastrophic incident. Challenges can be of all kinds as we have painfully learned in recent months from natural; like the California forest fires or man-made; like the Minneapolis bridge collapse. But the most significant concerns lay with terrorists threatening to attack us where they can make the most economic, psychological impact in our major cities, seaports, airports, bridges, tunnels, etc.

Motorola knows all too well that when crisis hits, communications is key to keeping the public safe. For this reason, Motorola is supportive of the concept as understood from NONRAHS International and would stand ready to assist with the wireless communications design needs necessary for implementing such a project. Each region that would be established with your alerting solution would have unique requirements and Motorola is comfortable we have the solutions to address those needs.

We applaud you on this project and think it again critical to our homeland defense and disaster mitigation.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

John Zidar
Area Sales Manager
Government & Public Safety – Americas
Motorola, Inc.

HAROLD ROGERS
5TH DISTRICT, KENTUCKY

COMMITTEE ON APPROPRIATIONS

RANKING MEMBER
SUBCOMMITTEE ON THE DEPARTMENT OF
HOMELAND SECURITY

SUBCOMMITTEE ON COMMERCE, JUSTICE,
SCIENCE AND RELATED AGENCIES



Congress of the United States
House of Representatives
Washington, DC 20515-1705

October 16, 2007

PLEASE RESPOND TO:

WASHINGTON OFFICE:

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(202) 225-4601

DISTRICT OFFICES:

☐ 551 CLIFTY STREET
SOMERSET, KY 42501
(606) 679-8346 OR
1-800-632-8698

☐ 601 MAIN STREET
HAZARD, KY 41701
(606) 439-0794

☐ 110 RESOURCE COURT
SUITE A
PRESTONSBURG, KY 41653
(606) 885-0344

The Honorable Michael Chertoff
Secretary
U.S. Department of Homeland Security
3801 Nebraska Ave., NW
Washington, DC 20393

Dear Secretary Chertoff:

We share the view that effective delivery of information is a critical component of emergency response.

Technology innovations in outdoor advertising structures may provide opportunities to supplement existing emergency-information systems. More than 500 privately owned digital billboards are in operation in select roadway locations throughout the country, with more on the way. Digital billboards enable advertisers and communities to deliver real-time information.

Historically, the outdoor advertising industry has donated space to display messages on behalf of the public, during times of war and peace. The industry was a significant partner to assist the Department of Homeland Security in "branding" its *ready.gov* website.

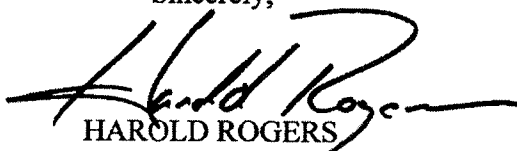
High-tech digital billboards are being used by state, regional, and local authorities to deliver emergency information and public notices. For example, within 15 minutes after the tragic bridge collapse in Minneapolis on August 1, 2007, digital billboards in the metro area were dedicated to Minnesota DOT to communicate traffic and safety information. In addition, digital billboards are part of the AMBER Alert network in a growing number of jurisdictions. There are many more examples.

I respectfully request that the Department explore the prospect of whether digital billboards could assist your emergency-information goals, and would ask the appropriate personnel in your office take time to meet with digital billboard industry representatives to discuss this promising endeavor.

Secretary Michael Chertoff
October 16, 2007
Page 2

As always, I appreciate your attention to this matter, and look forward to hearing from you. If you have questions, do not hesitate to contact William Smith in my office for assistance.

Sincerely,



HAROLD ROGERS
Member of Congress